

HAWAII'S RECORD PINEAPPLE PACK WILL BE BACKED BY \$75,000 ADVERTISING CAMPAIGN

W. F. Burroughs Sees Bright Future for Industry in Islands.

MODEL TOWN PLAN FOR LIBBY, McNEIL & LIBBY

Will Not Move Cannery to Town But Will Make Comfortable Homes for Employees Near Their Work—Libbeyville Scheme—Women Interested.

"We intend to keep our cannery in the country if possible and in order to do this we shall make the surroundings for the employees of the cannery as attractive as possible," said W. F. Burroughs of Libbey, McNeil & Libbey in speaking of the plans for the development of the pineapple cannery at Ahimau.

Mr. Burroughs has been here for three weeks, accompanied by J. S. Morrow, who is in charge of the California fruit packing establishments, looking over the field and sizing Libbey, McNeil & Libbey's share in the development of the pineapple industry of the islands.

"We expect to admit a few of our Chicago ideas to our Oahu cannery. At our packing establishment in Chicago we employ something like 2500 people, principally girls and women. We cater to their comfort in thought and practical ways. For instance, in the lunch hour we have a large assembly hall where the employees can go and eat their lunch in attractive surroundings. We sell them good food at the very lowest prices, so that a good lunch can be had for ten cents; coffee at a cent a cup, pie one cent, meat two cents, and so forth. We have music during the lunch hour.

"When we put in the piano one of my friends remarked that we should have a mechanical piano. I said: 'No; we want life to the music, something to take the minds of the employees off the routine of their work.' We have a young woman playing the piano, and I believe it is much better than the organ-grinding scheme. There is mental relief and diversion in life action. Take as an example our exhibit at the Paris exposition. We had a model of our packing plant with everything in motion, the cattle being conveyed from the yards to the slaughterhouses and all the processes of packing in full swing, so far as possible. You take a display in a store window; it is more attractive if there is life and action in it. That's why we have no mechanical piano. There's humdrum in the day's work. When off duty

"We hope to make things attractive for the girls and women who will be employed at the model town of Libbeyville as it is proposed to be called.

"First we shall have comfortable

homes for the employees. Whether the housing scheme will be a number of cottages or a large dormitory has not been fully decided. The reason for this hesitancy is that we intend to have all the girls employed with us under the care of a matron, so that they will be amply protected. Whether this can be best carried out under the dormitory or cottage plan has yet to be decided. We are being assisted in this by suggestions from philanthropic ladies of Honolulu, who are taking a lively interest in the working girls of your islands, and especially of the city.

"During the coming season we shall have about four hundred employees, one half of them girls and women, working in the cannery. We want to make these people comfortable, and we shall give them such physical and morally neutral surroundings that it will be a pleasure for them to go over from Honolulu for their monthly work during the year.

"An assembly hall will be built for amusements during the leisure hours. Here we shall have music and everything in reason to make life pleasant.

"There will be dressing rooms where the employees will don their aprons and clean up before going to their work; these will be provided with hot and cold water, and the bath facilities will be sanitary in every respect, as is every process of our cannery.

"In this way we hope to make the people who work for us happy, just as we do in California, where numbers of families come to our canneries during the season and find profitable employment and proper home life.

"We have spent quite a lot of money in the pineapple business. We are spending more, because we think the pineapple of Hawaii has a future as well as a present good reputation. Our present output is 116,000 cases. Our capacity is for three times that amount, and we intend to put the production up to capacity. Our output this year will be three times that of last.

"A first-class organization has been shaped up and results bid fair to be forthcoming. Mr. E. B. Hallberg, one of the experienced men from our California packing establishment, is superintendent. The mechanical department is in charge of Mr. E. C. Stevens, a first-class engineer, and the cooking will be in charge of Mr. Charles Norton. These are all experienced men and understand the Libbey, McNeil & Libbey ideals.

"As for the general outlook for pineapples, I think it is very satisfactory, though we can't sit still like a bump on a log and let the thing run. We have to keep awake and active.

"While I have been in the city there has been a meeting of those interested in pineapple marketing, and we have decided on an advertising campaign that will call for an expenditure of something like \$75,000. You see, we can't take the chance of pineapples becoming a drug on the market. The preventive is advertising.

"This year's pack for the islands is practically sold. But by 1914 the pack will be more than doubled. Now, if we sat still and did nothing, there might be overproduction. But through an advertising campaign that will acquaint more people with pineapples and the superiority of the Hawaiian pineapple, we hope to be in that happy position where by doubling the pack we shall still be unable to supply the demand.

"Libbey, McNeil & Libbey believe in advertising, and we believe in the pineapple industry of Hawaii. From present prospects I think the pineapple pack of this Territory will be 1,200,000 cases by 1914.

"Not only shall we advertise but the selling force of our packing house will push the Hawaiian pineapple in every country of the globe. The European market has not been specially developed up to the present. We shall not neglect it. There is a good field, and Hawaii puts up a pineapple that is superior to anything put on the market from any other part of the world.

"The price will be advanced this year about twenty-five cents a case on account of the increased cost of production. Whether this will reduce the consumption or not remains to be seen, but canned pineapples at the price is about the cheapest canned fruit that can be had."

Mr. Burroughs in chatting of the pineapple situation drifted onto the sugar question, in which he is interested by reason of having invested in best sugar.

"When I bought best sugar stock some months ago it was quoted at 24. Since this free sugar scare came on I had thought to telegraph about the situation, but being so busy with pineapples have put it off from day to day. I got a cable today from my secretary stating that the best sugar stock formerly at 24 is now quoted at 58. This doesn't indicate that the people at home are panic-stricken over the danger of free sugar."

Mr. Burroughs has enjoyed every moment of his stay in the city, though he has been very busy. He has been at the plant at Ahimau with Fred Macfarlane, the local personal representative of Libbey, McNeil & Libbey, gone over every detail of the management, and found a little time to get acquainted with the people of Honolulu. He is accompanied on the trip by Mrs. Burroughs and Mrs. Libbey, who are also well pleased with Honolulu and its beautiful surroundings. The welfare of the women employees is a matter in which these ladies are deeply interested, and while the men are thoughtful, it may perhaps be credited to the women of the family that the packing establishments of Libbey, McNeil & Libbey are always to be found the center of a model town, where the employees are contented, prosperous and their welfare considered during the leisure hours.

Mr. Burroughs and his party leave on the Mongolia for the Coast, after a very pleasant trip that has combined good business with much pleasure.

is any notable change in the condition of the world's supply, although beet have been dropping as well as centrifugals. Some suggest that the market is being manipulated by the Sugar Trust—which is fighting for free sugar—in order to convince the people that even the threat of free sugar lowers the price of the sweets for the workingman's morning coffee. Up to the present time Honolulu has received no information of anticipated relief from the world's sugar shortage, and an advance in price later in the season seems among the certainties.

As Ed Politz noted in an interview with the Bulletin just previous to his return to the Coast, the physical condition of Hawaii's plantations was never better, the labor was never more contented, and really there was never any time when there was less to be afraid of at home. The trouble is all in Washington.

The record of stock sales for the week as shown by the Stock Exchange record follows:

Monday, March 18.
Between Boards: 55 Olan, 7.50; 209 Olan, 7.50; 100 Olan, 7.50; 200 Honokaa, 12.12½; 8 O. R. & L. Co., 152.50; 40 Ewa, 33.50; 20 Oahu Sugar Co., 40; 10 Oahu Sugar Co., 40; 5 Oahu Sugar Co., 40.

NOTICE.
Beginning at 12 noon Monday, Mar. 18, 1912, all transactions in the shares of Oahu Sugar Co. will be on the basis of the new capitalization of \$5,000,000. Transfer books close noon, March 18, to reopen April 1.

Tuesday, March 19.
Between Boards: 100 Olan, 7.37½; 30 Olan, 7.37½; 100 O. R. & L. Co., 152.50; 10 H. C. & S. Co., 44.50; 10 H. C. & S. Co., 44.50; 50 Oahu Sugar Co., 40; 55 Oahu Sugar Co., 40; 10 Oahu Sugar Co., 40; 50 Oahu Sugar Co., 29.50.

Session Sales: 50 Olan, 7.37½; 10 Olan, 7.37½; 10 Olan, 7.37½; 10 Olan, 7.37½; 10 Oahu Sugar Co., 29.50; 10 Waihalu, 132; 10 Waihalu, 132; 5 Ewa, 33.50; 5 H. C. & S. Co., 41.75; 50 Ewa, 33; 7 Ewa, 33.

NOTICE.
Oahu Sugar Co. quotations this date
SUGAR QUOTATIONS.
96-degree Centrifugals, 4.50. Parity, 5.17. 88-degree Analysis Beets 148.10½d.

Wednesday, March 20.
Between Boards: \$5000 Hilo Ex. 68.95; \$500 Waihalu 28.102.50; 100 Olan, 7.37½; 25 Olan, 7.37½; 140 Olan, 7.25; 32 O. R. & L. Co., 152.50; 8 O. R. & L. Co., 152.50; 22 O. R. & L. Co., 152.50; 25 Hawn Pine, Rights, 17.50; 50 Hawn Pine, Rights, 17.50; 60 Oahu Sugar Co., 29.50; 35 Oahu Sugar Co., 29.50; 25 Oahu Sugar Co., 29.50; 10 Oahu Sugar Co., 29.50; 10 H. C. & S. Co., 44.50; 30 H. C. & S. Co., 44.50; 100 Ewa, 33.

Session Sales: 40 McBryde, 9.50; 50 McBryde, 9.50; 5 Ewa, 33; 25 O. R. & L. Co., 152.50; 10 McBryde, 9.50; 5 McBryde, 9.50; 10 McBryde, 9.50; 25 McBryde, 9.50; 50 McBryde, 9.50; 25 Waihalu, 130; 10 Honokaa, 12.25; 10 H. C. & S. Co., 44.50.

DIVIDENDS.
March 20, 1912: Hawn Agr. Co., \$2. SUGAR QUOTATIONS.
96-degree Centrifugals, 4.48. Parity, 5.16. 88-degree Analysis Beets 148.10½d.

Thursday, March 21.
Between Boards: 17 Oahu Sugar Co., 29.25; 20 Oahu Sugar Co., 29.25; 5 Waihalu, 130; 5 Waihalu, 130.

Session Sales: 10 Honokaa, 12.25; 9 McBryde, 9.50; 50 Olan, 7.12½; 15 McBryde, 9.50; 5 McBryde, 9.50; 10 Honokaa, 12.25; 15 Oahu Sugar Co., 29.25; 5 Oahu Sugar Co., 29.25; 5 Haw. C. & S. Co., 44.27½; 70 Honokaa, 12; 10 Honokaa, 12; 5 Honokaa, 12; 5 Honokaa, 12; 10 McBryde 9.62½.

SUGAR QUOTATIONS.
96-degree Centrifugals, 4.48. Parity, 5.16. 88-degree Analysis Beets, 148.9½d.

Friday, March 22.
Between Boards: 50 Olan, 49; 5 Waihalu, 130; 5 Waihalu, 130; 20 Ewa, 33; 45 Ewa, 33; 37 Oahu Sugar Co., 29; 23 Oahu Sugar Co., 29; 5 Oahu Sugar Co., 29; \$5000 Hilo Ex. 68.95; \$24,000 Notomas 68.93.50; 10 Mutual Tel. Co., 19.75.

Session Sales: 5 McBryde, 9.50; 5 McBryde, 9.50; 15 Oahu Sugar Co., 28.75; 10 Oahu Sugar Co., 28.75; 100 Olan, 7.25; 60 Olan, 7.25; 5 McBryde, 9.50; 5 Oahu Sugar Co., 28.75; 5 Oahu Sugar Co., 28.75; 5 Waihalu, 130; 100 Olan, 7.12½; 100 Olan, 7.12½; 25 Olan, 7.12½; 50 Olan, 7.12½; 6 Mut. Teleph. Co., 19.87½; 70 Honokaa, 11.87½; 20 Honokaa, 11.87½; 20 Honokaa, 11.75.

SUGAR QUOTATIONS.
96-degree Centrifugals, 4.42. Parity, 5.15. 88-degree Analysis Beets, 148.9½d.

Stockholders of McBryde plantation held their annual meeting this week and heard a very favorable report from the manager and also from the agents of the property. A dividend of one dollar a share is promised. McBryde stockholders and the agents stated that they would underwrite and thus guarantee the refunding of the plantation bonds, converting them from six per cent to five per cent and assure a great saving in interest.

Sizing Up Territory.

Treasurer Conkling has been making a trip through the islands for the express purpose of "sizing up the situation." He has taken in all of the plantations and cattle ranches. The knowledge that he has gathered will be put to use during the meeting of the Equalization Board. He reports conditions most favorable throughout the Territory, and that the estimated increase in the assessed valuation for the Territory, amounting to \$25,000,000 is a conservative figure.

Mountain King Work.

Word was received during the first of the week from George Ross, on the coast, to the effect that the shareholders in the Mountain King Mining and Milling Company should take a little further change in the enterprise and pay the assessments that are now due so that the work can be carried on. Ross gives this advice on the strength of the recommendations that have been made by Engineer Burch, who has made a personal investigation of the property at the instigation of the Hawaiian stockholders.

New Quarantine Chief.

On Tuesday Dr. F. E. Trotter, the recently appointed chief quarantine officer for this port, arrived from the coast. He takes the place of Dr. Ramus, who is soon to go to Port Townsend. Dr. Trotter brought his family with him and comes as a qualified and efficient officer for the work in hand.

Maul Improvements.

The island of Maui is on improvement bent, and it is learned that next year it is intended to spend nearly a million dollars in general island betterments. Among some of the work in hand and in view may be mentioned the extension of the Kahului railroad and the construction of irrigation ditches. There are thousands of acres of pineapple lands to be opened up also. Business conditions on Maui are reported to be very favorable.

During the middle of the week, Surveyor Harvey was rushed to Kauai for the purpose of lining up the land in connection with the lease of the Makee Sugar Company and also the pineapple lands at Kapa. He will lay out the ditches and also locate the sites for the reservoirs. It is the intention to rush the work through. Surveyor Harvey has just finished a survey of lands on Maui. He is the best equipped man in the islands to do this work.

Testing Mortars.

A number of tests of the big mortars at Battery Harlow, Fort Ruger, have been made during the week, but they have been successful principally in demonstrating that the castings that form the foundations of the guns are not of sufficient strength to withstand the jar that accompanies the discharge of the guns under the regulation amount of powder. The first accident to the bed piece was laid to a flaw in the cast iron but the second one was a clear break, and will probably result in a different method of basing the guns.

Drainage Wet Land.

P. M. Pond has demonstrated that the wet low land about the city can be made dry and sanitary. He has drained a portion of the Waikeiki swamp and it has remained fairly dry. The tract of land that he has brought into usefulness with the aid of a two and one-half inch pump is on the Lewers road and he was only a couple of days doing it. This method will probably be employed with various other pieces of swamp land in the vicinity of the city.

Water Charges.

The price at which water has been furnished to the shipping that visited this port in the past, and the prospect of a cheaper rate for the future, have been the subjects under discussion by the Harbor Commission during the best part of the week. The information has been made public that there are two private corporations that are making preparations to establish water works of their own for the purpose of furnishing water to harbor shipping, at a charge of about one-fifth of the charge that is being made by the Territory at the present time.

Kauai Cannery.

Matters pertaining to the proposed pineapple cannery for Kauai are going right ahead favorably. J. O. Lutted, who is promoting the scheme, has had another conference with the Governor in regard to making arrangements to accommodate the homesteaders who wish to raise pineapples. Lutted left for the coast on Tuesday for the purpose of interesting

more capital in the scheme. The erection of the cannery will commence with his return to the islands.

Sugar Class.

Next year the College of Hawaii plans to establish a course in sugar cane agriculture. It is President Gilmore's intention that the teachers for this class shall be men that have had the actual experience in the field and in the laboratory. In this way it is thought that young men who are now on the plantations getting what they can in the way of scientific sugar making will have an opportunity to perfect themselves in their chosen calling.

Lighthouse Work.

According to the records there is considerable lighthouse work going on at the present time. On Kauai a new light has been established of the beacon order. At Pauwahu Point, on Maui a flash acetylene has been installed, and a new structure has been built at Kahola Point on Hawaii. The next big work of this nature will be the erection of the big concrete light on Kauai.

The lighthouse tender is now engaged in placing buoys in the channel that leads to Pearl Harbor.

On Mail Betterment.

One of the officials of the local post office is now on his way to Washington for the purpose of holding a consultation with the Postmaster-General in regard to the delay of the coast mail some time ago when the Siberia refused to wait an extra minute for the mail that was on its way to the ship. He will also take up with the postoffice department the fact that frequently one of the ocean liners will leave before the scheduled time and cause people to miss a mail.

Lanal Project.


A project is on foot for the agricultural development of the island of Lanai and as the first move in the matter Charles Stanton will shortly leave for the mainland for the purpose of enlisting outside capital in the enterprise. The island at the present time is under the control of the Lanai Company, Ltd.

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DORCHESTER, MASS., U. S. A.

53 HIGHEST AWARDS IN EUROPE AND AMERICA

Rush the Barracks.
In addition to the work that is going on at Pearl Harbor word has been received from Washington that the proposed barracks for Schofield are to be hastened, to completion. In this work there will be incorporated seventeen acts of officers' quarters. There will be little delay in starting this (Continued on Page 7)

IN BUSINESS CIRCLES

Water and the waterfront has occupied considerable of public attention since the stock market has subsided, and it must be confessed that the tariff on sugar, such represents factors of no small moment to the city of Honolulu.

Agitation of the necessity for reducing the price of water to ships calling at this port, and the investigation of where the present water supply and the money goes, have brought a large number of citizens into a better knowledge of the present lack of system for charges for water on the waterfront and also impressed them with the great need for an expert investigation of the water bureau of the Territory similar to that which is being made of the municipal expenses.

It also appears that the burden of the sewer system's maintenance is being laid upon the water department and the users of water. This is a most outrageous and unbusinesslike system. If the same thing were done under the municipal government it would cause an outcry against the city government by the enemies of local government, that could be heard for many blocks. One of the great difficulties in the way of any progressive measures applied to governmental affairs is, that a certain element decidedly disinterested in its attitude toward the average citizen will accept anything in the way of misgovernment coming from the Territory, condone it and defend it, and raise a great outcry against the slightest faults in the business administration of the municipality. When there is better spirit of fair play and thoroughly honest business judgment in dealing with public affairs all along the line, the town will progress much more rapidly. No one should condone


the faults in any department of government.

In the stock market the week has been a quiet one, as was to be expected. The tourist season is waning, compared with the rush of February and the cruisers of the Pacific Fleet have left port, so that the combination has given the town rather a let-up at the end of a very busy and very prosperous three months.

The sugar stock market is holding firm and inactive. The Senate has the free sugar bill in hand and all the domestic sugar producing forces of the country are centering on Washington. The general expectation is that the Finance Committee of the Senate will reject the free sugar bill but possibly propose a compromise that will leave the duty at 1 cent or 1.25 per pound. It does not seem probable that a division in the Senate will be made on a strict party line or that a majority can be obtained for the Underwood bill. This is the basis on which the traders in sugar stocks are proceeding. There is just enough threat in the situation to prevent active buying and still not enough danger to influence people to throw their stocks on the market at a sacrifice. It is a very conservative and very sensible market. Any of the stocks at the present quotation is a good buy from the standpoint of an investment based on the dividend paying capacity of the sugar properties, and probabilities are not in favor of a sharp decline—unless the worst and most unexpected happens in Washington.

The price of raw sugar has been steadily sagging, having reached 4.42 the latter part of the week. This was anticipated and no information has been received to indicate that there

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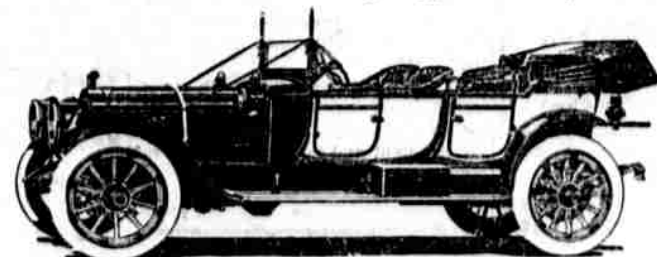
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